MONTHLY SEO REPORT

Sample Plumbing Co. October 2026

Prepared for	Prepared by	Date
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October at a glance

More people found Sample Plumbing Co. on Google in October, and more of them called. Clicks rose from 1,205 to 1,462, and you appeared in search about 22% more often than in September. Your average position improved from 15.6 to 14.2.

Clicks from Google	Times you appeared in search	Click-through rate	Average position
1,462	**~18,600**	**7.9%**	**14.2**
1,205 in September	Up about 22%	7.9% in September	15.6 in September

Sample report. The business and figures are illustrative. Source format: Google Search Console, 1 to 31 October compared with 1 to 30 September 2026.

What is working

- Your hot water systems page is reaching far more people. It appeared in search 4,120 times, up from 2,640, and its clicks rose from 188 to 276.
- People asking what a new hot water system costs now find you on page one. You moved from position 14.3 to 6.8 for "hot water system replacement cost gold coast".
- Your blocked drains page is now your strongest page for local searches. It earned 214 clicks at position 7.4, and "blocked drain plumber robina" moved from position 11.2 to 4.9.
- More people are calling straight from your Google listing. Calls rose from 37 to 46 after we added your full services list and posted photos of recent jobs.

What needs attention

- Your homepage is seen more often, but a smaller share of viewers click. Its click-through rate fell from 9.4% to 7.2%, so its Google listing leads this month's plan.
- The search "emergency plumber burleigh heads" appeared 690 times but earned only 3 clicks at position 17.5. No page on your site covers Burleigh Heads yet, so we plan a suburb page.
- Direction requests dipped from 24 to 21. Most of your work happens at customers' homes, so we are watching this rather than acting on it yet.

What we did in October

New SEO content

- We published three new articles answering questions customers ask before they book. They cover what a hot water system costs on the Gold Coast, gas versus electric hot water, and what to do when a drain blocks after hours.
- We wrote a Robina suburb page featuring real jobs from the area, so Google connects your business with Robina searches.

Improve existing website copy

- We rewrote the introduction on your hot water systems page to lead with same-day replacement, because that is what customers search for most.
- We added a common questions section to your blocked drains page, so it answers more of what people search.
- We removed an expired winter offer from the homepage and two service pages, so no customer sees an old price.

Technical fixes

- We fixed 12 pages that Google reported as not indexed, and asked Google to recheck them.
- We compressed the images on your homepage and service pages, so they load faster on phones.
- We added business, service and review markup to your homepage and service pages, so Google and AI tools read your details correctly.

AI search

- We updated the summary file that AI assistants read about your business, so it lists your services, suburbs and after-hours number.

Local SEO

- We added your full list of services and your service area to your Google Business Profile.
- We posted two updates with photos of recent jobs, and replied to all five new reviews.
- We matched your name, address and phone number on Apple Business Connect, Bing Places, True Local and Yellow Pages, so every directory shows the same details.

Links

- We linked every new article to its service page, and each service page back to its articles, so readers can move from a question to a booking.

Our plan for November

November is about turning the extra people who see you on Google into calls and bookings.

New SEO content

- We will write a Burleigh Heads suburb page, so people searching for an emergency plumber there find you.
- We will write an article on the signs a hot water system is failing, linked to your hot water systems page.

Improve existing website copy

- We will rewrite how your homepage appears on Google, leading with your suburbs and same-day service, so more of the people who see it click through.
- We will add your after-hours number to the top of every service page, so urgent customers can call in one tap.

Technical fixes

- We will check that your contact form sends every enquiry to the right inbox, and test it each week.
- We will fix two old addresses that still redirect twice before reaching the page.

Local SEO

- We will post two Google Business Profile updates with a Call button.
- We will review your Google categories, so your listing matches what customers search for.

Links

- We will link your homepage to the Robina and Burleigh Heads pages, so Google finds them faster.

What we need from you

- Please send photos of three recent jobs, so we can use them on your suburb pages and Google listing.
- Please confirm your after-hours call-out fee, so the website matches what you quote.
- Please tell us which suburbs you want more work in, so we can plan the next suburb pages.

Talk to us

If you would like to go through this report together, book a time that suits you.